

Document

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"How Did I Get Signed Up for this???" - Scripted Response

Direct Marketing:

"Our records indicate that you agreed to try *[AM Program Name]* while visiting the *[Client/Partner name]* website. For the order to be processed, you were required to enter and confirm your email address. Additionally, by accepting the trial membership, you agreed to be enrolled using the billing source that you authorized and that after the 30 day trial membership, you would be billed the program fee. I do want to let you know that you *can* cancel the program at any time, but before you decide, did you receive your gift (*refer to premium*) for reviewing the money-saving values of *[AM Program Name]*?"

Affinity Marketing:

"Our records indicate that you agreed to try *[AM Program Name]* while visiting the *[Client/Partner name]* website. For the order to be processed, you were required to enter your Name, Address, and Credit Card information. Additionally, by accepting the trial membership, you agreed to be enrolled using the billing source that you authorized and that after the 30 day trial membership, you would be billed the program fee. I do want to let you know that you *can* cancel the program at any time, but before you decide, did you receive your gift (*refer to premium*) for reviewing the money-saving values of *[AM Program Name]*?"